

Farm & Market Report

Massachusetts Department of Food and Agriculture

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April 2000

UMass Extension Board of Public Overseers Update

by John Gerber

(approved by Jack Angle, Chairman of the Board)

The UMass Extension Board of Public Overseers met for the first time in March, 1998. Since then, the Board has met on a quarterly basis to conduct its primary order of business which is to advise the Chancellor of the University of Massachusetts Amherst on setting goals for, budgeting for and carrying out UMass Extension programs in the Commonwealth.

Much of the first two years has been spent in trying to fully understand the complexity of the Extension budget and meeting with Extension staff and University leaders. This article is the first of a regular series intended to inform the agricultural community of the activities of the Board.

At its regular winter meeting, held Feb. 17 at the Eastern Massachusetts Extension Center in Waltham, the Board discussed the current state and university budget situation and reviewed the results of a DFA sponsored study comparing the resources and operations of UMass Extension with Extension programs in other states. DFA staff member Mary Greendale summarized the findings of the study done by Dr. Corinne Lyle, formerly of Idaho Cooperative Extension, for the Board. She reported that:

- The study presents an accurate history of UMass Extension, its relationship to county, state and federal governments and describes the legislation which authorizes Extension. The federal government has changed priorities for Extension over the years, causing confusion at the local level. Mary suggested that the board needs to help explain these changes to constituents, especially farmers, in order to set the record straight and repair any damage that may have occurred.

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DFA Awards \$140,000 for Regional "Buy Local" Campaigns

BOSTON - Commissioner Jay Healy has announced nearly \$140,000 in state funding for four regional marketing campaigns promoting locally grown farm products.

The campaigns will be coordinated by non-profit groups in the four areas in cooperation with the Department of Food and Agriculture. Funding levels were determined by the scope of the proposed projects, the amount requested, and the amount of available funds.

The Southeastern Massachusetts Agricultural Partnership (SEMAP) has been awarded \$65,000 to launch a campaign in the South Coast area of Bristol and Plymouth counties. The area includes New Bedford and Fall River.

The Berkshire Regional Food and Land Council was awarded \$14,786 to expand their "Berkshire Grown" marketing campaign.

Western Massachusetts-based Community Involved in Sustaining Agriculture (CISA) will receive \$40,000 to expand their successful "Be a Local Hero" marketing campaign throughout the Pioneer Valley.

Worcester County farmers and other members of the area's agricultural community have come together to launch a marketing campaign in Central Massachusetts. The group was awarded \$20,000 and will work with CISA to bring the "Be a Local Hero" campaign to Central Massachusetts.

The funding is part of the agriculture department's overall efforts to increase public awareness of Massachusetts agriculture. The purpose of the campaigns will be to increase income for local family farmers, to highlight the importance of farms in the community and to build local ca-

capacity to continue this support independently.

"I'm confident that these organizations will launch very successful campaigns that showcases the rich diversity of farming in their regions," commented Commissioner Healy. "Their efforts will surely benefit farmers and consumers alike."

DFA recently solicited proposals from regional non-profit, agricultural, government, quasi-government, or other organizations to lead and implement regional agricultural marketing campaigns. ■

Agricultural Marketing Grants Awarded
see page 3

Help Out with Wildlife Habitat Restoration

The U.S. Fish and Wildlife Service (FWS) is looking for landowners interested in habitat restoration on their property. The work is done at little or no cost to the land owner, and technical support is provided by the Service. Habitat restoration is part of the FWS Partners for Fish and Wildlife program.



The program concentrates on restoring drained, altered, or degraded freshwater and saltwater wetlands; riparian (streamside) habitats; the habitats of endangered and threatened species; uplands; and fish habitats.

Areas that are particularly suitable include ditched or drained farm fields, pastures, or other "wet spots." This year, the FWS is emphasizing riparian restoration by fencing livestock out of streams and wetlands.

For more information, contact Bob Scheirer at the FWS New England field office in Concord, NH, 603-225-1411, Robert_Scheirer@fws.gov.



This publication is available in alternate formats upon request and on the World Wide Web at www.massgrown.org.



Farmers' Market Guide 2000



The following farmers' markets are seeking vendors for the 2000 season. For more information, please call the contacts listed below. To become certified to accept farmers' market coupons, call David Webber at 617-626-1754.

- ♦ Adams, Wednesdays, Noon - 3:00 pm, Opens July 19th. Seeking fruit and vegetable growers. Contact Everett Randall, 413-743-3111.
- ♦ Arlington, Wednesdays, 1:00pm - 6:00pm. Opens July 5. Seeking small vegetable grower, turkey products, cheese, eggs. Contact Oakes Plimpton, 781-891-6689 (days), 781-648-5117, (eves).
- ♦ Cambridgeport, Saturdays, 10:30 am - 3:30pm. Opens mid-June. Seeking organic grower, cheese/specialty products, and baker. Contact Soojung Kang, 617-354-2103.
- ♦ Cambridge/Charles Square, Sundays, 10:00am - 3:00pm. Opens June 11. Seeking eggs, chicken, turkey products. Contact Tim Garboski, 508-883-3397.
- ♦ Charlestown/Boston, Wednesdays, 2:00pm - 7:00pm. Opens July 19. Seeking all types of growers. Contact Colleen Justice, 617-241-8866.
- ♦ Chatham, Tuesdays, 8:00 am - Noon, Opens, June 6. Seeking vegetables and fruit. Contact Barbara Streibert, 508-945-1555.
- ♦ Clinton, Thursdays, 2:00pm - 6:00pm, Opens June 22. Seeking vegetable and fruit growers, crafts. Contact H. C. Schultz, 978-365-5926.
- ♦ Codman Square/Boston, Tuesdays. Seeking fruits and vegetables, Contact Donna Decaille, 617-822-8139.
- ♦ Dedham, Wednesdays, 1:30pm - 6:30pm, Opens May 10. Contact Jeff Cole or Amy Todd at 781-893-8222.
- ♦ Dudley Town Common/Boston, Tuesday and Thursdays, 4:00pm - 7:00pm, Opens June 1. Seeking value-added products, breads, eggs, fish, meat, fruit and specialty vegetables. Contact Sara Coblyn, 781-259-8621.
- ♦ Easthampton, Tuesdays, 2:30pm - 6:30pm. Opens May 2. Seeking fruit growers. Contact Jane Pepin, 413-527-5989.
- ♦ Fitchburg, Tuesday and Friday, 8:45am - Noon, Opens July 6th. Seeking fruit and vegetable growers. Contact Rachel Gonzalez, 978-544-6063.
- ♦ Framingham/Route 2, Thursdays, 11:30pm - 5:30pm, Opens May 27. Contact Jeff Cole or Amy Todd, 781-893-8222.
- ♦ Hingham, Wednesdays and Saturdays, 10:00am - 2:00pm. Opens May 20. Seeking vegetable and fruit growers. Especially in need of corn and apples. Contact Elyse White, 781-383-1829.
- ♦ Holden Tuesday Evening, Tuesdays, 3:00 pm - 7:00 pm, Opens May 9. Seeking small fruit and bakers. Contact Jacqui Marsh, 978-874-0244.
- ♦ Hyde Park/Boston, Thursdays, 1:00pm - 6:00pm, Contact Hyde Park Main Streets, 617-361-6964.
- ♦ Marblehead, Saturdays, 9:00am - Noon, Opens June 17. Seeking organic growers, dairy farm. Contact Don Morgan, 781-631-1243.
- ♦ Marlboro, Thursdays, 2:00pm - 6:00pm and Saturdays, 9:00am - Noon, Opens in July. Seeking fruit grower and bakery products. Contact Gaston Gauthier, 508-393-6350.
- ♦ Melrose, Thursdays, 10:00 am - 3:00pm, Opens June 22. Seeking vegetable and cheese producers. Contact Sally Frank, 781-324-9648.
- ♦ Middleboro, Saturdays, 9:00am - 1:00pm. Opens June 17. Seeking honey, flowers, plants, herbs, vegetables. Contact Donna Blischke, 508-866-9762.
- ♦ Milton, Thursdays, 1:00pm - 6:00pm. Seeking small to medium size growers without corn. Contact Elise Brink, 617-696-6056.
- ♦ Natick, Saturdays, 9:00am - 1:00pm. Opens June 17. Seeking value-added products. Contact Debra Sayre, 508-653-6596.
- ♦ Norwood, Tuesdays, 1:00pm - 6:00pm. Opens June 6. Contact Jeff Cole or Amy Todd, 781-893-8222.
- ♦ Orange, Thursdays, 3:00pm - 6:00pm, Opens June 22. Seeking all types of growers. Contact Judy Wilkey, 978-544-2758.
- ♦ Orleans, Saturdays, 8:00am - Noon. Opens May 20. Seeking all types of produce. Off Cape farmers considered up until April annual meeting. Contact Gretel Norgeot, 508-255-8374.
- ♦ Parker Hill/Fenway-Boston, Thursdays, Noon - 6:00 pm. Seeking produce, flowers, baked goods. Contact Milagros Arbaje, 617-445-6000.
- ♦ Pittsfield/Berkshire Area, Wednesday and Saturdays, 8:00 am - 2:00pm. Opens in May. Seeking organic produce, Asian vegetables. Contact Kenneth Wirtes, 413-499-1012.
- ♦ Salem Day and time TBA, Contact Jeff Cole or Amy Todd, 781-893-8222.
- ♦ South End/Boston, Wednesdays, 3:00pm - 7:00pm, Opens July 12. Seeking fruit growers, vegetables, chinese greens, collard greens, kale, hot peppers. Contact Lanae Handy 617-437-0999.
- ♦ Springfield Cooperative, Saturdays, 7:00 am - 11:00 am. Opens April 29. Seeking organic growers, growers with specialty crops (large Latino market), value added items such as cheese, honey. Contact Al Fini, 413-786-1012.
- ♦ Springfield Downtown, Wednesdays, 10:00am- 2:00pm, Opens May 17, Contact Jeff Cole or Amy Todd, 781-893-8222.
- ♦ Springfield at the X, Tuesdays, 1:00pm - 6:00pm, Opens May 2. Seeking organic growers. Contact Belle Rita Novak, 413-737-1724.
- ♦ Topsfield, Saturdays, 8:00 am - Noon. Opens July 8. Seeking fruit and vegetable growers. Contact Jane Cook, 978-922-1648.

- ♦ Waltham, Saturdays, 9:30am - 2:30pm. Opens June 17. Seeking turkey products, organic growers, mushrooms, flowers, maple products, honey, jams and preserves, Asian/Latino produce. Contact Jennifer Rose or Marc Rudnick, 781-893-0361.
- ♦ Wareham, Saturdays, 8:00am - Noon. Opens June 10. Seeking all types of growers. Contact Sue Makepeace at 508-295-1429.
- ♦ Warwick, Seeking all types of growers. Day to be determined. Contact: Leanne Limoges, 978-544-8823.
- ♦ Wellesley, Thursdays, 2:00pm - 6:00pm, Opens May 18. Contact Jeff Cole or Amy Todd, 781-893-8222.
- ♦ Worcester/Westside, Wednesdays, 9:30am - 2:00pm, Opens June 14. Seeking organic grower and herbs. Contact Andrew O'Keefe, 508-753-7761.
- ♦ Worcester Common, Mondays and Fridays, 9:30am - 2:00pm. Opens June 12. Seeking organic grower and herbs. Contact Andrew O'Keefe, 508-753-7761.

New Markets:

- ♦ Acushnet: Contact: Monica Welden, 508-998-0202
- ♦ Egelston Square/Boston, Contact Bob Ashley, 617-522-1892
- ♦ Hull, Contact: Jay Szklut, 781-925-3595
- ♦ South Boston: Contact: Barbara Dillon, 617-464-5858 or Patricai Wright at 617-269-5160
- ♦ Watertown: Contact Sandra Howard, 617-926-3490
- ♦ Winchendon: Contact Roy Gilbert, 978-297-3308. ■

FarmNet of the Pioneer Valley

A free information, referral and consultation service for the farm community of Franklin, Hampshire and Hampden counties.
800-327-6002
413-549-1483 (Hampshire Co.)

Farm & Market Report Monthly

Robert Durand
Secretary of Environmental Affairs

Massachusetts Department of Food and Agriculture
617-626-1700

Jonathan L. Healy
Commissioner of Food and Agriculture

Richard Hubbard
Assistant Commissioner

Mary Jordan, *Director, Agricultural Development*
Susan Allen, *Chief, Bureau of Markets*
Steven Quinn, *Chief, Bureau of Farm Products*
James Hines, *Director, Dairy Services & Animal Health*
Brad Mitchell, *Acting Director, Regulatory Services*
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Mass. Ag. Online: www.massgrown.org

Farmers' Market Managers Needed

The Federation of Massachusetts Farmers' Markets is looking for managers for markets in Cambridge, Boston, Norwood, Dedham, Framingham, Great Barrington and Springfield. No experience necessary; will train. Call Jeff Cole or Amy Todd, 781-893-8222.

EXTENSION, continued from page 1

- The study called for improved communication from UMass regarding its long term program priorities. She said there was still much confusion regarding the direction of the four Extension programs: Agroecology, Nutrition Education, 4-H Youth and Family Development, and Natural Resources/Environmental Conservation.
- The study suggested that in the future Extension personnel must be better trained and highly educated. They must use new technologies and be able to cross academic disciplinary boundaries to work on issues of importance to the Commonwealth.
- The study acknowledged that the agricultural staff is disproportionately housed in offices at the UMass Amherst campus and that more staff should be housed away from campus to better serve constituents.
- Lyle's report said that a major problem was the lack of accountability of campus-based faculty to Extension priorities, and an imbalance -- compared with other states in the study -- between faculty and staff on campus, and those in the field.
- Finally, Lyle commented that the 4-H YFD program and the NEP program were not equally represented on the Board of Public Overseers.

Following a discussion of the report and other data which shows that UMass only contributes one percent of its budget to Extension while the national average is 5 percent, Board members questioned the University's long-term commitment to a healthy Extension program.

There was general agreement that the Board must bring UMass leadership and the legislature together to improve overall funding. There was general support for the four program strategic plans that were submitted to the Board in October and for the funding recommendations that were submitted in November.

Subcommittees of the board were identified to review each program strategic plan and funding request in detail and to suggest changes prior to Board endorsement. It was agreed that a meeting with appropriate UMass administrators was needed and Vice-Provost Steve Demski agreed to arrange such a meeting for late March. Board meetings are open to the public and guests are welcome. ■

\$100,000 in Ag. Marketing Grants Announced

Massachusetts Secretary of Environmental Affairs Bob Durand and Commissioner of Food and Agriculture Jonathan L. Healy have announced \$100,000 in marketing grants for agricultural organizations across the Commonwealth.

The grant program, now in its second year, is part of the state Department of Food and Agriculture's campaign to increase consumer awareness of local agriculture and expand the market for Massachusetts products. The grants are awarded on a competitive basis. A dollar match, in-kind services match or a combination is required.

This year 25 non-profit agricultural organizations, commodity groups and cooperatives have been selected for grants ranging from \$500-\$15,000 to implement statewide and community-based marketing projects.

"These grants will support the proud tradition of Massachusetts farmers bringing local farm products to the citizens of the Commonwealth," said Secretary Durand. "I urge all residents of the Commonwealth to patronize these community based businesses."

"We are very excited to be able to provide additional marketing funds to a variety of agricultural organizations across the Commonwealth," said Commissioner Jonathan L. Healy. "Farmers and consumers alike will reap the benefits of the projects funded this year. We appreciate the efforts of these groups to help improve the viability of farming in Massachusetts."

For a listing of grant recipients and their projects, or more information on the Agricultural Marketing Grants program, contact Susan Allen, 617-626-1751, Susan.Allen@state.ma.us. ■

How to Place a Classified Ad

Classified ads are accepted free-of-charge on a first-come basis only. Listings are limited to 25 words. Be sure to include a phone number. No display ads will be accepted. Only one listing per farm or business per issue unless space permits. Ads may run in consecutive issues, space permitting, providing we are notified before the deadline for each issue.

Listings must be of interest to Massachusetts farmers. The Massachusetts Department of Food and Agriculture reserves the right to refuse any listing it deems inappropriate for publication.

Send typewritten or neatly printed ad copy to: Farm & Market Report, Massachusetts Department of Food and Agriculture, 100 Cambridge Street, Boston, MA 02202, fax: 617-626-1850, e-mail: dbaedecker@state.ma.us or call Diane Baedecker Petit at 617-626-1525.

CLASSIFIEDS

Need help with your farm? We'll help you with a free help-wanted ad. Contact The Caretaker Gazette, PO Box 5887, Carefree AZ 85377, 480-488-1970, caretaker@uswest.net, www.caretaker.org.

Wanted to buy: used frame in servicable condition for hoop house style greenhouse. Richard, 508-867-5735, rmurphy@star.net.

Piglets for sale. Chester/Landrace and York/Landrace. Ready to go mid-May. Jubilee Farm, Dover, 508-785-2818.

For sale: Holland transplanter model 90 mulch layer. New in '99, used about 20 hours. \$1200 or b/o. 508-295-7493 or fax 508-295-6738.

Cape Cod, health problems force sale after 28 yrs. 3 1/2 ac, retail/wholesale greenhouse business + home. Call Jim eves, 508-737-2558 or see www.capecod.net/capecodbusiness for sale

Business planning/funding. Family financial planning. Specializing in the food and agriculture industry. Woody Pratt, Sherwood Consultants. 617-232-8818, spratt@quik.com.

Looking for a packaging supplier 100% dedicated to agriculture? Empire Packaging Co. We're on your side. 800-562-5520.

For sale: corn silage, haylage, wrapped round bales, dry hay. 802-223-7853, leave a msg.

For sale: 8' KBA disc harrow. Dietz Wesel potato seed cutter & Haines seed piece dust applctr. Kelley Farm, Hadley, 413-549-5199.

For sale: 2 bottom 3pt hitch auto reset 16" plows. Like new. Also 3 dr stainless cooler. Ideal for frostnd storage. 6'x6'x3'. 508-379-0349.

2 llamas, male, 2 & 4 yrs old, easy to handle, \$1200. 1944 9N Ford tractor, reconditioned, new paint job, \$2500. Winco PTO generator w/ trailer, 104.2 amps, 25,000 watts, \$2700. 100 amp switch box, \$200. B/O. 978-342-6545.

For sale: Dorset ram, 2 yrs, proven polite, \$100 or trade. R. Lewis, 978-448-2635.

Wanted to buy: antiques - old farm related items, contents of house & barns, wagon wheels, old saddles, furniture. R. Lewis, 978-448-2635.

Wanted: full time organic gardener, Tierra Farm, Skaneateles, NY, to garden 2 ac mixed vegs. 1/2 under field trials, 1/2 for on-farm cafe & fmks. Room & board avail. Compet. salary. Inquire by 4/15. Gunther Fishgold, 315-496-2602, gfishgold@compuserve.com.

Irrigation for sale: 41 Larchmont 2"x20", \$1/ft. 11 Pierce hook & latch 2"x30", \$1/ft. 24 Wade rain 2"x20" w/new gaskets, \$1/ft. Heads, risers, & fittings available. MacLennan Farm, Windsor, VT 802-674-2529.

Permanent farm workers vs. temporary H-2 seasonal. No more DET/DOL. If interested in converting H-2 to permanent workers, call Office of Mario Lanza at 617-723-1899 or John Dvorak, 617-723-4422.

Quality horse hay, \$4/bale, Buck Hill Farm, toll free: 1-877-345-1004, sueroy@netway.com.

For sale: Kuhn 44OT tedder, 256NH rake, 273 NH baler, 76C60 Chevy 20' flat body 6 ton graviety grain bin. 413-628-3210.

Organic land for rent. 12 acres near Shelburne Falls, MA. Owner will consid. capital invest. to qualif. grower. Michael, Dancing Star Farms, 413-625-8300, organic@dancingstarfarms.com

Turkey poults & fertile eggs: Royal Palms, Narragansetts, Buff X Bourbon Reds; Eggs \$2 ea, poults \$3 up, dep. on age. Late Apr-Jul. 978-386-6836.

DEADLINE for the next issue of the *Farm & Market Report* will be May 1.

WGBH Auction Seeks Local Products

The WGBH Auction, airing June 2-10, 2000, is once again offering Massachusetts businesses a forum to showcase products before a television audience of more than two million viewers.

Last year, 71 Massachusetts food producers donated more than 5,000 items and mail order coupons to fill 100 Bay State Baskets. The effort provided valuable television exposure at minimum cost for small and large local businesses.

Donations included wines, candy, nuts, snack foods, jams, candles, juices, cooking sauces, cereals, coffee cakes, flavored water, coffee, tea, peanut butter, soups, pasta, baked goods, and spices.

Be part of the "auction action," support public programming, and take advantage of this exciting opportunity! Call Linda Brammer or Susan Kaplan at 617-300-4207 for details. ■

Northampton Auction's Annual Lamb & Goat Sale

The Northampton Co-op Auction Association, Inc. will hold their annual lamb and goat sale on Thursday, April 13. The auction, located on Long Plain Road in Whately, opens at 7:00 am and the sale begins at 11:00 am sharp.

Sellers are advised to call ahead to let the auction office know what you have to sell. Call 413-665-8773. ■

Calendar

- ◆ April 29 **Natural Gourmet Food Show** at the Hynes Convention Center, Boston. Call 203-483-5774, reuterexpo@snet.net or www.reuterexpo.com.
- ◆ May 7-9 **US Food Export Showcase/FMI Supermarket Industry Convention**, McCormick Place, Chicago. USFES sponsored by the National Association of State Departments of Agriculture. Contact Bonita Oehlke, 617-626-1753.
- ◆ June 6-8 **Scooper Bowl**, City Hall Plaza, Boston. Sponsored by BankBoston. All you can eat ice cream. Admission charge benefits the Dana Faber Cancer Institute's Jimmy Fund.
- ◆ June 17 & 18 **Celebrate Seaport!** 3rd annual festive marketplace at Boston's historic waterfront. Farmers, specialty foods producers, nurseries and garden centers are invited to sell at this unique outdoor event. Reasonable vendor fees. Contact Janet Christensen, 617-626-1735, jchristensen@state.ma.us, or David Webber, 617-626-1754, dwebber@state.ma.us. Seaport Festival
- ◆ August 25-26 **5th Annual Massachusetts Marketplace** at Elm Bank Reservation, Dover. Sponsored by MDFA and the Massachusetts Horticultural Society. Contact Susan Allen, MDFA, 617-626-1751 for information on exhibiting.

Farmers' Market Insurance Available

The Federation of Massachusetts Farmers' Markets has mailed out farmers' market insurance and membership applications for the 2000 season to all market managers or sponsors. Farm membership and market participation applications have also been sent to growers.

If you are a market manager in need of insurance for your farmers' market or interested in Federation membership, or a farmer who is interested in selling at a Federation market, and you have not received this information in the mail, please call Jeff Cole or Amy Todd at 781-893-8222. ■

Internship Announcement

The Cape Cod Cranberry Growers Association, one of the oldest agricultural trade organizations in the country representing the interests of Massachusetts Cranberry Growers for over 110 years, is seeking a Summer GIS Intern.

The internship will run from June 5 through August 25, 2000. Duties and responsibilities will include conducting GIS analysis of cranberry bogs within resource protection areas, analyzing data base to determine status of farm conservation plans on cranberry bogs, completing reports on the status and contacting growers and USDA regarding contents of the conservation farm plans and document findings.

Applicants must be seeking a Bachelor's degree in agriculture, environmental science or engineering, have demonstrated written and oral communications skills and have demonstrated Geographic Information System skills utilizing ESRI ArcView. Good word processing skills and knowledge of database system using MS Access, strong interpersonal skills, the ability to organize and prioritize workload, independent project management experience are desired.

Wages are \$9.00/hour, 30 hours per week. No benefits. To apply send or fax an introductory letter and resume to: CCCGA, 266 Main Street Wareham, MA 02571 Fax 508-291-1511. ■

4/00

Address service requested

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